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AMENDMENTS TO THE CLAIMS:

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This listing of claims will replace all prior versions, and listings, of claims in the application.

1.-40. (Canceled)

41. (Withdrawn) A method of tracking a particular asset using one or more networks, the method comprising:

associating an identification code with the particular asset, the identification code uniquely identify the particular asset and representing a network address;

storing information relating to the particular asset at a location addressable by the network address represented by the identification code; and

accessing, via the one or more networks, at least some of the information relating to the particular asset using the identification code.

42. (Withdrawn) A method of tracking a particular asset using one or more networks, the method comprising:

attaching a unique identification code to the particular asset;

storing information relating to the particular asset at a database accessible from the one or more networks by way of a network access identifier; and

accessing the information relating to the particular asset from the database using the unique identification code as the network access identifier.

43. (Withdrawn) The method according to claim 42, wherein attaching a unique identification code to the particular asset comprises:

encoding the unique identification code using one of a magnetic, optical, or bar code; and

affixing the encoded unique identification code to the particular asset.

44. (Withdrawn) The method according to claim 42, wherein attaching a unique identification code to the particular asset comprises affixing the unique identification code to the particular asset.

45. (Withdrawn) The method according to claim 42, wherein storing information relating to the particular asset comprises:

transferring the particular asset from one point of a supply chain to another point of the supply chain;

accumulating information associated with the particular asset at one or more points of the supply chain; and

writing the accumulated information to the database by addressing the database via the one or more networks using the unique identification code.

46. (Withdrawn) In a network-based asset tracking system, information pertaining to a particular asset is tracked throughout a lifecycle of the particular asset, the particular asset comprising an identification code attached to the particular asset, wherein the identification code represents both a unique identification of the particular asset being tracked and a network address of a network-based repository location where the information pertaining to the particular asset is accessible.

47. (Withdrawn) The particular asset according to claim 46, wherein the network access identifier includes a Uniform Resource Locator (URL) of a webpage associated with the network-based repository that is used to store information pertaining to the particular asset.

48. (Withdrawn) The particular asset according to claim 47, wherein the network access identifier includes the URL of the webpage associated with the network-based repository that is used to retrieve information pertaining to the particular asset.

49. (Withdrawn) An asset associated with a supply chain, the asset comprising an identification code physically associated therewith, wherein the identification code represents both a unique identifier uniquely identifying the asset and a network address of a network-based repository location where information pertaining to the asset is accessible via a network.

50. (New) A method comprising:

by a first supply chain entity:

attaching, to a particular instance of a first asset, a first Uniform Resource Locator (URL) that is unique to the particular instance of the first asset relative to other instances of the first asset;

entering the first URL in a centralized datastore that is independent of transaction databases of the first supply chain entity; and

placing, into the centralized datastore, first data generated by the first supply chain entity about the particular instance of the first asset, wherein the first data is associated with the first URL in the centralized datastore;

passing the particular instance of the first asset from the first supply chain entity to a second supply chain entity;

by the second supply chain entity:

forming an assembly using the particular instance of the first asset and a particular instant of a second asset;

attaching, to the particular instance of the second asset, a second URL that is unique to the particular instance of the second asset relative to other instances of the second asset;

entering the second URL in the centralized datastore, wherein the centralized datastore is independent of transaction databases of the second supply chain entity;

placing, into the centralized datastore, second data generated by the second supply chain entity about the particular instance of the second asset, wherein the second data is associated with the second URL in the centralized datastore; and

associating the particular instances of the first and second assets with the assembly via the centralized datastore;

passing the assembly from the second supply chain entity to a third supply chain entity;

using, by the third supply chain entity, one of the first and second URLs attached to the respective particular instances of the first and second assets to access the centralized database in order to determine the respective second and first data of the particular instances of the second and first assets.

51. (New) The method of Claim 50, further comprising by a fourth supply chain entity:

- creating a particular instance of an intangible asset uniquely associated with the assembly;
- associating with the particular instance of the intangible asset a third URL that is unique to the particular instance of the intangible asset relative to other instances of the intangible asset;
- placing, into the centralized datastore, third data generated by the fourth supply chain entity about the particular instance of the intangible asset, wherein the third data is associated with the third URL and with the assembly; and
- wherein the third supply chain entity uses one of the first and second URLs attached to the respective particular instances of the first and second assets to access the centralized database in order to determine the third data of the particular instance of the intangible asset.

52. (New) The method of Claim 51, wherein the intangible asset comprises a service agreement covering the assembly.

53. (New) The method of Claim 51, wherein the third supply chain entity uses the third URL of the particular instance of the intangible asset to access the centralized database in

order to determine at least one of the respective first and second data of the particular instances of the first and second assets.

54. (New) The method of Claim 50, wherein attaching at least one of the first and second URLs to the respective at least one particular instance of the first and second assets comprises attaching a machine scannable article encoded with the URL to the at least one particular instance of the first and second assets.

55. (New) The method of Claim 50, wherein at least one of the first and second data comprises multiple levels of information, and wherein an operator of the centralized datastore charges varying rates to access each of the multiple levels of information.

56. (New) The method of Claim 50, wherein using one of the first and second URLs in order to determine the respective second and first data of the respective other particular instances of the second and first assets comprises using one of the first and second URLs to access a taxonomy of web pages referenced by the one of the first and second URLs, wherein the taxonomy of web pages includes web pages each dedicated to the particular instances of the first and second assets.

57. (New) A system operable within a network, comprising:

a network;

first, second, and third computers of respective first, second, and third independent supply chain entities; and

a centralized datastore coupled to the first, second, and third computers via the network, wherein the centralized datastore is independent of transaction databases of the first and second supply chain entities; and

(a) wherein the centralized datastore is accessed by the first computer to:

enter, into the centralized datastore, a first Uniform Resource Locator (URL) that is attached to a particular instance of a first asset of the first supply chain entity,

wherein the first URL is unique to the particular instance of the first asset relative to other instances of the first asset;

enter, into the centralized datastore, first data generated by the first supply chain entity about the particular instance of the first asset; and

associate the first URL with the first data in the centralized datastore; and
(b) wherein the centralized datastore is accessed by the second computer to:

enter, into the centralized datastore, a second URL that is attached to a particular instance of a second asset of the second supply chain entity, wherein the second URL is unique to the particular instance of the second asset relative to other instances of the second asset, and wherein the particular instance of the first asset is passed to the second supply chain entity, and the particular instance of the first asset is used by the second supply chain entity to form an assembly with the particular instant of the second asset;

enter, into the centralized datastore, second data generated by the second supply chain entity about the particular instance of the second asset; and

associate the second URL with the second data in the centralized datastore; and

associate the particular instances of the first and second assets with the assembly via the centralized datastore; and

(c) wherein the centralized datastore is accessed by the third computer to use one of the first and second URLs attached to the respective particular instances of the first and second assets to access the centralized database in order to determine the respective second and first data of the particular instances of the second and first assets, wherein the third supplier entity received the assembly via a supply chain.

58. (New) The system of Claim 57, further comprising a fourth computer of a fourth supply chain entity coupled to the centralized database, the fourth computer configured to:

facilitate creating a particular instance of an intangible asset uniquely associated with the assembly;

associate with the particular instance of the intangible asset a third URL that is unique to the particular instance of the intangible asset relative to other instances of the intangible asset;

place, into the centralized datastore, third data generated by the fourth supply chain entity about the particular instance of the intangible asset, wherein the third data is associated with the third URL and with the assembly; and

and wherein the third computer uses the first and second URLs attached to the respective particular instances of the first and second assets to access the centralized database in order to determine at least one of the third data of the particular instance of the intangible asset.

59. (New) The system of Claim 58, wherein the intangible asset comprises a service agreement covering the assembly.

60. (New) The system of Claim 58, wherein the third computer uses the third URL of the particular instance of the intangible asset to access the centralized database in order to determine at least one of the respective first and second data of the respective instances of the first and second assets.

61. (New) The system of Claim 57, further comprising a machine scannable code encoded with the at least one of the first and second URLs and attached to the respective at least one particular instance of the first and second assets.

62. (New) The system of Claim 57, wherein at least one of the first and second data comprises multiple levels of information, and wherein an operator of the centralized datastore charges varying rates to access each of the multiple levels of information.

63. (New) The system of Claim 57, wherein the centralized database further comprises a web-based interface, and wherein the third computer uses the one of the first and second URLs to access the centralized database via the web-based interface to access a taxonomy of web pages referenced by the one of the first and second URLs, wherein the taxonomy of web pages includes web pages each dedicated to the particular instances of the first and second assets.

64. (New) An article of manufacture comprising:

a particular instance of a first asset comprising a first machine-readable Uniform Resource Locator (URL) that is unique to the particular instance of the first asset relative to other instances of the first asset;

a particular instance of a second asset comprising a second machine-readable URL that is unique to the particular instance of the second asset relative to other instances of the second asset;

wherein first URL is usable to access, via a network-coupled centralized datastore, second data generated by a second supply chain entity that handled the particular instance of the second asset;

wherein the second URL is usable to access, via the centralized datastore, first data generated by a first supply chain entity that handled the particular instance of the first asset;

and wherein both the first and second URL are usable to access, via the centralized datastore, data about the article of manufacture, and wherein transaction databases of the first and second supply chain entities related to the respective particular instances of the first and second assets are independent of the centralized datastore.

65. (New) The article of manufacture of Claim 63, wherein both the first and second URL are usable to access a particular instance of an intangible asset uniquely associated with the article of manufacture, wherein the intangible asset was created by a third supply chain entity independently of the first and second supply chain entities.

66. (New) The article of manufacture of Claim 64, wherein the intangible asset comprises a service agreement covering the article of manufacture.

67. (New) The article of manufacture of Claim 63, wherein at least one of the first and second data comprises multiple levels of information, and wherein an operator of the centralized datastore charges varying rates to access each of the multiple levels of information.